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Jinglu Jiang

HEC Montreal, jinglu.jiang@hec.ca

Ann-Frances Cameron

HEC Montreal, Ann-Frances.Cameron@hec.ca

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Gamification and Affective Response: Explaining Longitudinal IT-Based Self- Tracking Use Patterns

Research Idea

Jinglu Jiang
HEC Montréal
Jinglu.jiang@hec.ca

Ann-Frances Cameron
HEC Montréal
Ann-frances.cameron@hec.ca

Abstract

IT-based self-tracking to monitor fitness, health, work, and education has become increasingly pervasive. Yet, it is challenging to maintain longitudinal engagement. Gamification is often considered as an effective technique to facilitate sustained use by promoting user satisfaction and engagement. However, existing studies exhibit mixed results regarding the influence of gamification techniques. Further, there is a lack of understanding of users' affective responses, which is proposed to be one important mechanism explaining the effects of gamification. This study aims to explore users' experiences with gamified IT-based self-tracking by drawing on Zhang's (2013) affective response model. Collecting data through interviews and ecological assessment techniques, we will employ a grounded theory approach to enhance our understanding of users' affective responses to gamified fitness trackers and their influence on longitudinal use patterns.

Keywords: IT-based self-tracking, gamification, affective response model, emotion, IS use